


ADV # _____ ADV. NAME POLI/R RPOF-3PACK/R/OTH/FL REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL
 566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELT, NY 10913
 ORDER # _____ CONTRACT # 6363723 CLASS: NATL. LOCAL REGIONAL
 PRDCT 3PACK-FARK, SANT, TOBI EST#551 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT8/12 NOV1/12 WK-4
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT4/12 12.22

REP: NEW ORDER
 TTL \$19,800 @23X
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 RPOF3PACK FARKAS, SANTIAGO, TOBIA


 9/16/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$900.00	10/29	11/1	4		M-TH	4
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 551												
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			400P-500P	30		\$600.00	10/22	10/24	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
3			400P-500P	30		\$600.00	10/29	10/31	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												

10/8/12 FRI
 NOV 01 2012

REP HEADLINE# 0363723
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT4/12 12.22
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P	30		\$600.00	10/15	10/17	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
5			400P-500P	30		\$600.00	10/8	10/10	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
6			500P-530P	30		\$900.00	10/29	10/30	2		M-TU	2
PROGRAM : 5P NEWS												
CON COM1: 5P NEWS												
7			530P-600P	30		\$900.00	10/31	11/1	2		W-TH	2
PROGRAM : 530P NEWS												
CON COM1: 530P NEWS												
8			600P-630P	30		\$1,200.00	10/29	11/1	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
9			700P-730P	30		\$1,000.00	10/29	10/31	3		M-W	3
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
OCT/12			\$3,600.00			NOV/12						
												16200.00
												CONTRACT TOTAL
												19800.00
												TOTAL SPOTS
												23

MARKET TOTALS \$93,900 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA50+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Republican Party Of FL/ R/ St Senate
Submission Number 798 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Republican Party Of FL/ R/ St Senate	Submission Cost:	19800	Campaign Ref:	E:063637230
Buyer:		Client/Product/Estimate:	. / /551	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/04/12	Weeks:	4	Order Ref:	06363723
Est./PO Number:	06363723	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	3pack-Fark,sant,tobi	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/08	10/15	10/22	10/29	Total	Cost
1	M-F 7a Today Show MTWT...	03	900	30 Comme	Nbr of Spots				4	4	3600
2	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots			2		2	1200
3	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots				2	2	1200
4	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2			2	1200
5	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots	2				2	1200
6	M-F 5p News MT....	03	900	30 Comme	Nbr of Spots				2	2	1800
7	M-F 530p News ..WT..	03	900	30 Comme	Nbr of Spots				2	2	1800
8	M-F 6p News MTWT..	03	1200	30 Comme	Nbr of Spots				4	4	4800
9	M-F 7p News	03	1000	30 Comme	Nbr of Spots	2	2	2	3	3	3000
Weekly Totals: Total Spots(Ord Spots)						2	2	2	17	23	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Republican Party Of FL/ R/ St Senate
Submission Number 798 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Republican Party Of FL/ R/ St Senate	Submission Cost: 19800	Campaign Ref: E:063637230
Buyer: Senate	Client/Product/Estimate: / / 551	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 11/04/12	Weeks: 4	Order Ref: 06363723
Est./PO Number: 06363723	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	Total	Cost
MTW...				Comme						
Weekly Totals: Total Spots(Ord Spots)					2	2	2	17	23	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/08	10/15	10/22		10/29			
Spots	23	2	2	2					17
Cost	19800	1200	1200	1200					16200

Grand Totals:

Spots:	23
Gross Total:	19,800.00
Commission:	2,970.00
Net Total:	16,830.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP: WFLA (Washington Oc)
SLSP: HRP Washington, OC
ADV: Republican Party Of F1/ R/ S
PROD: 3pack-Fark,sant,tobi

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063637230
WFLA
INVOICE NUMBER 0100033255
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-11/04/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: . / . /551
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 4p Or Oz					*WFLA	:30 Commercial			
600.00	2	2	10/22	MO	04:19P	30 RPOFFF200TVFL	600.00		
600.00	4	2	10/24	WE	04:28P	30 RPOFFF200TVFL	600.00		
600.00			10/15	MO	04:57P	30 RPOFFF200TVFL	600.00		
600.00			10/17	WE	04:18P	30 RPOFFF200TVFL	600.00		
600.00	5	2	10/08	MO	04:57P	30 RPOFFF200TVFL	600.00		
			10/10	WE	04:30P	30 RPOFFF200TVFL	600.00		
Total Airtime Gross Spot Revenue:						3,600.00			

PERIOD COST 3,600.00

6 Total Units
ACTUAL GROSS BILLING 3,600.00
AGENCY COMMISSION 540.00
NET DUE 3,060.00
SUB-TOTALS Debits .00
TOTAL RECONCILING Credits .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER
Republican Party Of F1/ R/ S
PRODUCT
3pack-Fark,sant,tobi

INVOICE NUMBER 0100033255
BROADCAST MONTH 10/01/2012 - 10/28,
AMOUNT DUE 3,060.00

REMIT TO:

*00200

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Republican Party Of F1/ R/ S
PROD: 3pack-Fark,sant,tobi

2012
INVOICE DATE 11/25/12 E:063637230
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033813
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/08/12-11/04/12
Standard Broadcast Month

REF#: . / . /551
Desc: Campaign Option Number 1, Booking1

TERMS: NET 30 DAYS.

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 7a Today Show	900.00	1 4	10/29	MO	08:58A	30 RPOFFF300TVFL	900.00		
			10/30	TU	08:49A	30 RPOFFF300TVFL	900.00		
			10/31	WE	07:59A	30 RPOFFF300TVFL	900.00		
			11/01	TH	08:43A	30 RPOFFF300TVFL	900.00		
M-F 4p Dr Oz	600.00	3 2	10/29	MO	04:20P	30 RPOFFF300TVFL	600.00		
			10/31	WE	04:29P	30 RPOFFF300TVFL	600.00		
M-F 5p News	900.00	6 2	10/29	MO	05:14P	30 RPOFFF300TVFL	900.00		
			10/30	TU	05:23P	30 RPOFFF300TVFL	900.00		
M-F 530p News	900.00	7 2	10/31	WE	05:52P	30 RPOFFF300TVFL	900.00		
			11/01	TH	05:58P	30 RPOFFF300TVFL	900.00		
M-F 6p News	1200.00	8 4	10/29	MO	06:28P	30 RPOFFF300TVFL	1200.00		
			10/30	TU	06:14P	30 RPOFFF300TVFL	1200.00		
			10/31	WE	06:28P	30 RPOFFF300TVFL	1200.00		
			11/01	TH	06:15P	30 RPOFFF300TVFL	1200.00		
M-F 7p News	1000.00	9 3	10/29	MO	07:16P	30 RPOFFF300TVFL	1000.00		
			10/30	TU	07:24P	30 RPOFFF300TVFL	1000.00		
			10/31	WE	07:09P	30 RPOFFF300TVFL	1000.00		
Total Airtime Gross Spot Revenue:			16,200.00						

PERIOD COST 16,200.00

17 Total Units		
ACTUAL GROSS BILLING	16,200.00	Debits .00
AGENCY COMMISSION	2,430.00	Credits .00
NET DUE	13,770.00	TOTAL RECONCILING .00

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER
Republican Party Of F1/ R/ S
PRODUCT
3pack-Fark,sant,tobi

INVOICE NUMBER 0100033813
BROADCAST MONTH 10/29/2012 - 11/25
AMOUNT DUE 13,770.00

REMIT TO:

*00171

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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